British Waterways

DEVELOPING LEISURE

An extract from Our Plan for the Future 2005-2009

Growing Boats and Boating

Boating is at the core of what we do and we plan to grow our boating business by 2% per annum. We have both business and individual boating customers.

Individual boating customers

We will:

- focus on key customer issues, such as increased vegetation management and dredging
- develop and improve our mooring business (see below)
- standardised our service charges

Business boating customers

We will:

- improve account management
- encourage more investment in marinas (see below)
- offer standardised agreements

Moorings

As we improve the waterways and better promote them, we expect an increase in the already high demand for boating. With this increase the demand for moorings will also rise.

We will:

- identify sites for mooring development and, in accordance with the marinas protocol, put all opportunities for new marina moorings out to tender
- encourage private sector investment by assisting in planning negotiations, technical expertise and, if appropriate, financing (with a commercial return)
- encourage existing on-line moorers in congested locations to move to new marinas

Licences

Every boat on our waterways should be licensed and we issue more than 26,000 licences per annum.

We will:

- determine the annual price increases using industry cost-based indices
- continue to reduce licence evasion
- implement our new policy on continuous cruising
- sell licences on-line through waterscape.com

MORE VISITOR DESTINATIONS AND ATTRACTIONS

We know canals and rivers attract millions of visitors. We want to build upon, and enhance, what we already offer to meet the expectations of an increasingly sophisticated and demanding leisure visitor.

Visitor destinations

We will:

- develop sites, that already attract visitors and improve the facilities and services to meet the needs of those visitors. Such sites could include existing lock flights a well as major new developments
- include at these sites, where possible, car parks, retail, food and drink, boat trips, guided walks, plus other commercially viable propositions

Visitor attractions

We will:

- continue investment in line with the masterplan at The Falkirk Wheel
- continually improve the visitor experience at Anderton Boat Lift and the Standedge Visitor Experience
- investigate opportunities for small-scale local attractions including cafes, retail, cycle hire and caravan parks
- look at rolling out successful local leisure businesses nationally, with the appropriate resource and investment

SUPPORTING ANGLING

Angling is Britain's favourite pastime, and inland waterways offer many opportunities.

We will:

- promote online (on the canal) angling where possible as part of our drive to improve access for all
- invest in offline (off the canal, eg reservoir) angling where profitable
- address conflicts between waterway and towpath users through consultation, and partnership with local user groups

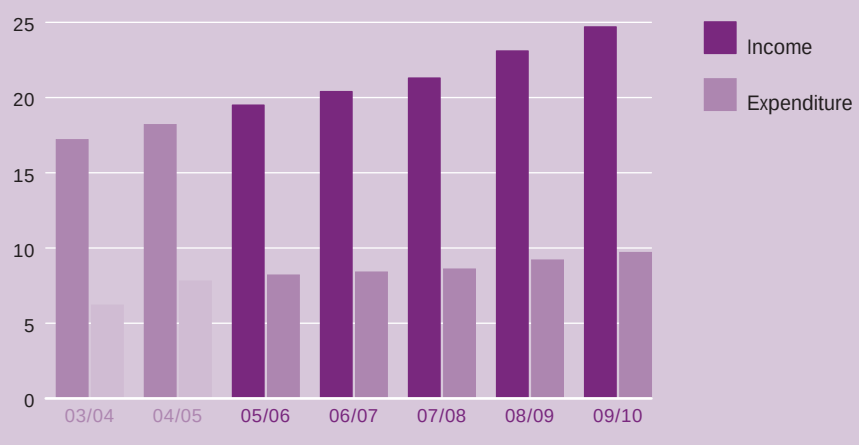
EXPLORING SPONSORSHIP

We are exploring opportunities for sponsorship that will complement our values. Opportunities include local activities, high profile locations, groups of structures and entire waterways. As well as increasing income, sponsorship has the potential to bring us increased market visibility and greater public reinforcement of our values.

Our growing boating business is enjoyed by people of all ages as pictured here on the Grand Union Canal at Soulbury Locks, Stoke Hammond. ▶

Leisure Milestones	Year
Moorings	
Moorings Prospectus to encourage investors, produced and marketed	2005
10 significant new marina starts	2008
Craft Licensing	
New integrated software for licences available to patrol staff	2006
Annual growth in boating business of 2% achieved	2006
Licence evasion reduced to 3% (compared to 5.7% in April 2005)	2006
40% of licences purchased online	2008
Annual growth in boating business of 3% achieved	2008
Visitor Destination	
Caen Hill visitor destination pilot project complete	2005
Roll out other destinations based on pilot	2006
Sponsorship	
Completion of feasibility study	2005
Preparation of a sponsorship plan (assuming positive results from the feasibility study)	2005
Initial sponsorship secured (assuming plan is approved)	2006

Leisure Income and Expenditure £m



If you like to know more about how our plans could affect you, please visit our website at www.britishwaterways.co.uk/plan